



WXYZ

ORDER

Flight Dates **10/12/12-11/06/12**

Contract / Revision **311835 /** **Americans for Job Security**

Original Date / Revision 09/20/12 10/24/12

Advertiser **Americans for Job Security**

Agency **Strategic Media Placement**

Buying Contact **7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

**7669 Stagers Loop
Delaware, OH 43015**

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Sep 00:20:00

Estimate # **2718**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$111,350.00	\$131,000.00	0.00	10/01/12	10/28/12	61	\$111,350.00	\$131,000.00
November 2012	34	\$58,905.00	\$69,300.00	0.00	10/29/12	11/06/12	34	\$58,905.00	\$69,300.00
Totals	95	\$170,255.00	\$200,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/12/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$1,500.00	FX	0.00 NM	18	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	----F--		2				\$1,500.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--		5				\$1,500.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--		4				\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
10	WXYZ	10/22/12-10/28/12		6am News M-F		6-7am M-F	MTWThF----		:30	(\$1,500.00)		0.00	NM	
	See MG 1.20													
	[per dave lombardo.....mt]													
20	WXYZ	10/25/12-10/26/12		6am News M-F		6-7am M-F	---ThF----		:30	\$1,500.00		0.00	NM	



WXYZ

Print Date: 10/26/12

Page 2 of 4

Contract / Revision 311835 Flight Dates 10/12/12-11/06/12

Hiatus Dates

Original Date / Revision 09/20/12/ 10/24/12

Order Sep 00:20:00

Advertiser Americans for Job Security Product Americans for Job Security Estimate # 2718

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/12/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$1,500.00	FX	0.00 NM	18	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	4		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
Ⓜ	MG	for 1.10 10/22												
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,500.00		0.00					
Week:		11/05/12	11/11/12	MT-----	2		\$1,500.00		0.00					
N 2	WXYZ	10/12/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$1,600.00	FX	0.00 NM	16	\$25,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--	2		\$1,600.00		0.00					
Week:		10/15/12	10/21/12	MTWTF--	4		\$1,600.00		0.00					
Week:		10/22/12	10/28/12	MTWTF--	4		\$1,600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
7	WXYZ	10/22/12-10/28/12		GMA M-F 7-9am	7-9am M-F		MTWThF----	:30	(\$1,600.00)	0.00	NM			
See MG 2.19														
[per tg no creative.....mt]														
8	WXYZ	10/22/12-10/28/12		GMA M-F 7-9am	7-9am M-F		MTWThF----	:30	(\$1,600.00)	0.00	NM			
See MG 2.18														
[per dave lombardo.....mt]														
18	NXYZ	10/25/12-10/26/12		GMA M-F 7-9am	7-9am M-F		---ThF----	:30	\$1,600.00	0.00	NM			
Ⓜ MG for 2.8 10/22														
19	NXYZ	10/29/12-11/02/12		GMA M-F 7-9am	7-9am M-F		MTWThF----	:30	\$1,600.00	0.00	NM			
Ⓜ MG for 2.7 10/23														
Week:		10/29/12	11/04/12	MTWTF--	4		\$1,600.00		0.00					
Week:		11/05/12	11/11/12	MT-----	2		\$1,600.00		0.00					
N 3	WXYZ	10/12/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00 NM	14	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--	2		\$2,000.00		0.00					
Week:		10/15/12	10/21/12	MTWTF--	4		\$2,000.00		0.00					
Week:		10/22/12	10/28/12	MTWTF--	3		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
7	WXYZ	10/22/12-10/28/12		6p News	6-630pm M-F		MTWThF----	:30	(\$2,000.00)	0.00	NM			
See MG 3.16,3.17														
[per dave lombardo.....mt]														
8	WXYZ	10/22/12-10/28/12		6p News	6-630pm M-F		MTWThF----	:30	(\$2,000.00)	0.00	NM			
See MG 3.16,3.17														
[per tg no creative.....mt]														
16	NXYZ	10/25/12-10/25/12		6p News	6-630pm M-F		---Th-----	:30	\$2,000.00	0.00	NM			
Ⓜ MG for 3.7,3.8														
[Due To Break Structure]														
17	NXYZ	10/26/12-10/26/12		6p News	6-630pm M-F		-----F----	:30	\$2,000.00	0.00	NM			
Ⓜ MG for 3.7,3.8														
Week:		10/29/12	11/04/12	MTWTF--	3		\$2,000.00		0.00					
Week:		11/05/12	11/11/12	M-----	2		\$2,000.00		0.00					
N 4	WXYZ	10/12/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00 NM	14	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--	2		\$2,000.00		0.00					
Week:		10/15/12	10/21/12	MTWTF--	4		\$2,000.00		0.00					
Week:		10/22/12	10/28/12	MTWTF--	3		\$2,000.00		0.00					



WXYZ

Print Date: 10/26/12

Page 3 of 4

Contract / Revision **311835** Flight Dates **10/12/12-11/06/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Americans for Job Security** Product **Americans for Job Security** Estimate # **2718**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WXYZ	10/12/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00 NM	14	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			3		\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
8	WXYZ	10/22/12-10/28/12		7p News		7-730pm M-F	MTWThF----	:30		(\$2,000.00)		0.00 NM		
See MG 4.16 [per tg no creative.....mt]														
16	NXYZ	10/25/12-10/25/12		7p News		7-730pm M-F	---Th-----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 4.8 10/23														
Week:		10/29/12	11/04/12	MTWTF--			3		\$2,000.00		0.00			
Week:		11/05/12	11/11/12	M-----			2		\$2,000.00		0.00			
N 5	WXYZ	10/12/12	11/05/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	MTWTFSS	:30	5	\$4,000.00	P-2	0.00 NM	20	\$80,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----FSS			3		\$4,000.00		0.00			
Week:		10/15/12	10/21/12	MTWTFSS			6		\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
6	WXYZ	10/15/12-10/21/12		Late News M-Su		11-1135pm M-Su	MTWThFSaSu	:30		(\$4,000.00)		0.00 NM		
See MG 5.22,5.23,5.24 [per dave lombardo.....mt]														
21	WXYZ	10/15/12-10/21/12		Late News M-Su		11-1135pm M-Su	MTWThFSaSu	:30		(\$4,000.00)		0.00 NM		
See MG 5.22,5.23,5.24 [per dave lombardo.....mt]														
22	NXYZ	10/25/12-10/28/12		Late News M-Su		11-1135pm M-Su	---ThFSaSu	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 5.21,5.13,5.6														
23	NXYZ	10/25/12-10/28/12		Late News M-Su		11-1135pm M-Su	---ThFSaSu	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 5.21,5.13,5.6														
24	NXYZ	10/25/12-10/28/12		Late News M-Su		11-1135pm M-Su	---ThFSaSu	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 5.21,5.13,5.6														
Week:		10/22/12	10/28/12	MTWTFSS			5		\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
13	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	MTWThFSaSu	:30		(\$4,000.00)		0.00 NM		
See MG 5.22,5.23,5.24 [per tg no creative.....mt]														
Week:		10/29/12	11/04/12	MTWTFSS			5		\$4,000.00		0.00			
Week:		11/05/12	11/11/12	M-----			1		\$4,000.00		0.00			
N 6	WXYZ	10/13/12	11/03/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-			1		\$900.00		0.00			
Week:		10/15/12	10/21/12	-----S-			1		\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u> <u>Type</u>		
2	WXYZ	10/15/12-10/21/12		Action News SAT 8am		SAT 8-9am	-----Sa--	:30		(\$900.00)		0.00 NM		
See MG 6.5 [per dave lombardo.....mt]														
5	NXYZ	10/27/12-10/27/12		Action News SAT 8am		SAT 8-9am	-----Sa--	:30		\$900.00		0.00 NM		
Ⓜ MG for 6.2 10/20														
Week:		10/22/12	10/28/12	-----S-			1		\$900.00		0.00			
Week:		10/29/12	11/04/12	-----S-			1		\$900.00		0.00			
N 7	WXYZ	10/14/12	11/04/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WXYZ	10/14/12	11/04/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	4	\$3,600.00
				GMA SUN 7-8am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S			1			\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S			1			\$900.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
2	WXYZ	10/15/12-10/21/12		GMA SUN 7-8am			SUN 7-8am	-----Su	:30	(\$900.00)		0.00	NM	
See MG 7.5 [per dave lombardo.....mt]														
5	NXYZ	10/28/12-10/28/12		GMA SUN 7-8am			SUN 7-8am	-----Su	:30	\$900.00		0.00	NM	
Ⓜ MG for 7.2 10/21														
Week:		10/22/12	10/28/12	-----S			1			\$900.00		0.00		
Week:		10/29/12	11/04/12	-----S			1			\$900.00		0.00		
N 8	WXYZ	10/14/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00 NM	5	\$4,500.00
				Action News SUN 8am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S			1			\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S			1			\$900.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
2	WXYZ	10/15/12-10/21/12		Action News SUN 8am			Sun 8-930am	-----Su	:30	(\$900.00)		0.00	NM	
See MG 8.6 [per dave lombardo.....mt]														
6	NXYZ	10/28/12-10/28/12		Action News SUN 8am			Sun 8-930am	-----Su	:30	\$900.00		0.00	NM	
Ⓜ MG for 8.2 10/21														
Week:		10/22/12	10/28/12	-----S			1			\$900.00		0.00		
Week:		10/29/12	11/04/12	-----S			2			\$900.00		0.00		
Totals													95	\$200,300.00